



WTIC-TV

ORDER

Print Date 08/08/12

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Flight Dates 08/09/12-08/13/12

Contract / Revision 378317 /

Original Date / Revision
08/08/12 08/08/12

Advertiser New Direction Project

Agency Luc Inc.

Buying Contact

1027 33rd St NW
Suite 260
Washington, DC 20007Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

NEW DIRECTION PROJEC

Agency Com 15%

Billing Contact

1027 33rd St NW
Suite 260
Washington, DC 20036

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate

Alt Order # 06268241

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 03

Advertiser Ref

Order Share 9% Market Value 70333

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	50%	35166
4WVIT	10%	7033
5WTNH	31%	21803
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	15	\$5,380.50	\$6,330.00	0.00	07/30/12	08/13/12	15	\$5,380.50	\$6,330.00
Totals	15	\$5,380.50	\$6,330.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	08/10/12	08/10/12	M-F News at 11pm News at 11pm	CM	11p-1135p	----1--	:30	1	\$450.00	03	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	----1--		1		\$450.00		0.00					
E 2	61	08/10/12	08/10/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	----1--	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	----1--		1		\$150.00		0.00					
E 3	61	08/10/12	08/10/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	----1--	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	----1--		1		\$250.00		0.00					
E 4	61	08/10/12	08/10/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	----1--	:30	1	\$200.00	03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	----1--		1		\$200.00		0.00					
E 5	61	08/10/12	08/10/12		CM	4p-5p	----1--	:30	1	\$225.00	03	0.00	NM	1	\$225.00

